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1984 B/PAA SALARY/JOB SURVEY

B·PAA

205 East 42nd Street New York, NY 10017

Non-member price: $10.00

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INTRODUCTION

As a continuing service to our members and the industry, B/PAA is pleased to present the findings of the 1984 Salary/Job Survey. This study, conducted since 1968, continues to track progress made by our advertiser, agency and publisher members.

Currently, the median base salary of all our members is $40,100. This figure, which excludes additional compensation (bonus, commission, etc.), remains considerably above national averages for all workers and higher than most other white collar jobs.

We were also able to track our CBC (Certified Business Communicator) designation for the first time as it applies to salaries. It was found that those who hold the CBC designation make more money than their counterparts within the company, agency and publishing fields.

Because of our recent recession, as you might expect, base salary increases for all segments of our tri-partite membership were considerably less from 1982 to 1984 than from the period 1980-82.

Generally speaking, advertiser members working with larger budgets are better compensated. Specialized business publications continue to get the lion's share of expenditures by advertisers (31%).

We're hopeful you'll find the following information on salary/job data of interest and value to you and your organization. We sincerely thank the almost 1,100 individuals who took the time to assist us in obtaining the input for this survey.

Very truly yours,

R. L. Coleman

Ronald L. Coleman, CBC
B/PAA Managing Director

METHODOLOGY

In March, 1984, B/PAA mailed a questionnaire to 3621 members. This represented all personnel within membership categories of advertisers, agencies, and publications.

Number mailed	3621	100%
Number of returns	1094	30%

Total returns reached 1102, including 8 received too late for tabulation or with insufficient information for analysis.

	Mailed	Returned	Response %
Advertisers	1483	516	35%
Agencies	1095	245	22%
Publications	1043	326	31%
Total	3621	1087*	N.A.

Returned questionnaires were edited, coded, and analyzed by Business Marketing Research of Bronxville, New York.

The data were keypunched and then cleaned for keypunch or logic errors and tabulated by computer.

* In addition, there were seven respondents who did not indicate their company affiliation, thereby bringing the total number of returns to 1094.

TABLE 1

BASE SALARY
—Medians—

	THOUSANDS				% Increase	
	1984	1982	1980	1968	1982 1984	1980 1982
Total BPAA	$40.1	$37.9	$33.3	$15.2	6%	14%
Advertisers	38.5	35.6	30.8	18.7	8%	16%
Agencies	41.6	40.5	34.2	17.7	3%	18%
Publications	42.5	39.2	39.7	17.8	8%	-1%

Observations: Salaries have gone up in the past two years, although not as dramatically as in the previous two-year period. Publication members, however, had a significant gain which put them back in the number one position—but by a much smaller margin than in 1980.

TABLE 2

MEDIAN SALARIES BY GEOGRAPHIC AREAS

					% Increase 1982	% Increase 1980
	1984	1982	1980	1968	1984	1982
New England	$40.1	$39.0	$33.0	$15.7	3%	18%
Middle Atlantic	$42.0	$40.6	$34.4	$15.5	3%	18%
South Atlantic	$39.1	$35.7	$30.0	$15.6	10%	19%
East No. Central	$35.8	$37.9	$34.3	$15.3	-6%	10%
East So. Central	$38.8	$30.0	*	*	*	*
West No. Central	*	$35.7	$30.0	$13.6	*	19%
West So. Central	$37.7	$36.8	$33.1	$14.6	2%	11%
Mountain	$41.9	$33.6	*	$14.7	*	*
Pacific	$41.7	$36.4	$29.7	$14.3	15%	23%
Canada	$41.0	$34.4	$31.9	$14.7	19%	8%

*Response too small to compute median or gain

Geographic Areas
New England—ME, NH, VT, MA, RI, CT
Middle Atlantic—NY, NJ, PA
South Atlantic—DE, MD, DC, VA, WV, NC, SC, GA, FL
East No. Central—OH, IN, IL, MI, WI
East So. Central—KY, TN, AL, MS
West No. Central—MN, IA, MO, ND, SD, NE, KS
West So. Central—AR, LA, OK, TX
Mountain—MT, ID, WY, CO, NM, AZ, UT, NV
Pacific—AK, WA, OR, CA, HI
Canada—All provinces

Observations: The Middle Atlantic region continues to have the highest median salary, but by the barest of margins. The Pacific's 15% gain, compared to the Middle Atlantic's 3% gain means the two regions are in a virtual tie. The Mountain region's response was too low to provide statistical reliability but it also appears to have gained along with the other parts of the West. Excluding the Mountain states, Canada had the largest gain. The South Atlantic also showed a significant gain.

TABLE 3

ADDITIONAL COMPENSATION

	Advertisers		Agencies		Publications	
	1984	1982	1984	1982	1984	1982
Receives additional compensation	49%	57%	76%	80%	74%	79%
Median	**$3.7M**	**$4.0M**	**$8.2M**	**$5.8M**	**$13.6M**	**$13.4M**
No additional compensation	51%	42%	22%	18%	21%	19%
No Answer	*	1%	2%	2%	5%	2%

* Less than ½ of 1%.

Observations: Additional compensation (bonuses) have gone down in number and, for advertiser members, in amount, The median agency bonus went up significantly although the number receiving bonuses declined from 80% to 76%.

TABLE 4

SALARY BY AGE

	THOUSANDS				% Increase	
					1982	1980
	1984	1982	1980	1968	1984	1982
Under 30	$26.3	$25.0	$23.7	$11.2	5%	5%
30-39	35.7	34.1	30.7	14.4	5%	11%
40-49	46.1	42.7	36.9	17.1	8%	16%
50 & Over	47.1	42.8	37.8	18.3	10%	13%

Observations: As would be expected, older and presumably more experienced members command higher salaries. In addition, in the past two years this group has had greater increases. Entry salaries —those of members under 30—appear to have fallen behind inflation.

TABLE 5

SALARY BY CBC CERTIFICATION

	Advertiser	Agency	Publisher
Has CBC	$43.0	$47.1	$45.2
Does Not Have CBC	$35.9	$39.6	$41.4

TABLE 6

CBC CERTIFICATION BY AGE

	50 & Over	40-49	30-39	Under 30
Has CBC	49%	24%	23%	11%
Does Not Have CBC	51%	76%	77%	89%

Observations: The dramatic income advantage of those with CBC certification is reduced when analyzed by age. As people move into older age brackets they are more likely to have larger incomes *and* they are more likely to have attained CBC certification.

However, although not as dramatic when age is considered, there *is* an edge in income for those with a CBC.

TABLE 7

MEMBERS AGE

	1984	1982	1980	1968
Total	41	43	44	42
Advertisers	39	43	42	41
Agencies	41	44	44	43
Publications	42	43	45	42

TABLE 8

YEARS WITH PRESENT COMPANY

	1984	1982	1980	1968
Total	6.0	6.6	7.3	5.8
Advertisers	6.5	7.1	8.1	6.3
Agencies	5.6	5.8	5.7	6.0
Publications	5.9	6.6	7.8	5.8

Observations: The current membership is younger than it's been in the past—and they have spent, on average, less time with their present employers.

TABLE 9

MEDIAN SALARIES (ADVERTISERS) BY SIZE OF COMPANIES' ADVERTISING EXPENDITURES

	Number and Percent of total		1984	1982
$3,000,000 and over	78	15%	$49,500	$44,500
$1,000,000 to $2,999,999	120	23%	43,000	40,700
$500,000 to $999,999	121	24%	36,600	34,300
Up to $500,000	197	38%	33,300	30,500
TOTAL/BASE	516	100%	$38,500	$35,600

TABLE 10

MEDIAN SALARIES (AGENCIES) BY SIZE OF AGENCIES' BILLINGS

	Number and Percent of total		1984	1982
$10,000,000 and over	89	36%	$41,300	$40,200
$5,000,000 to $9,999,999	37	15%	52,800	44,500
Up to $5,000,000	119	49%	40,700	40,000
TOTAL/BASE	245	100%	$41,600	$40,500

Observations: As would be expected, advertiser salaries increase dramatically with the size of the company. Agency salaries do not follow the same pattern, undoubtedly due to the higher proportion of owner/manager executives in the medium sized agencies.

TABLE 11

ADVERTISER APPROPRIATIONS INCREASE/DECREASE—PAST 2 YEARS

	1984	1982
BASE	515	574
Increased	58%	75%
Same	17%	19%
Decreased	25%	6%
No Answer	1%	*
	**	100%

*Less than 1 of 1%
**Exceeds 100% due to rounding

TABLE 12

AGENCY BILLINGS INCREASE/DECREASE—PAST 2 YEARS

	1984	1982
BASE	245	407
Increased	75%	91%
Same	14%	4%
Decreased	11%	3%
No Answer	1%	2%
	*	100%

*Exceeds 100% due to rounding

Observations—More members are with companies (agencies or advertisers) that have increased their advertising expenditures or billings than have decreased them. However, it is a smaller proportion than in the study two years ago.

TABLE 13

ANTICIPATED INCREASE/DECREASE IN ADVERTISING EXPENDITURES OVER THE NEXT TWO YEARS —BY GEOGRAPHIC AREA

	TOTAL	NEW ENGL	MID. ATL.	SO. ATL.	ENC	ESC	WNC	WSC	MNTN	PAC.	CAN.
BASE	768	70	175	192	59	29	3	80	23	112	14
Increase	82%	84%	79%	85%	81%	72%	67%	74%	87%	86%	71%
Same	15%	16%	15%	14%	17%	17%	33%	24%	9%	9%	29%
Decrease	2%	—	5%	1%	—	7%	—	3%	4%	3%	—
No Answer	1%	—	—	1%	2%	3%	—	—	—	3%	—
	100%	100%	*	*	100%	*	100%	*	100%	*	100%

*Does not equal 100% due to rounding

TABLE 14

ANTICIPATED INCREASE/DECREASE IN PERSONNEL OVER THE NEXT TWO YEARS —BY GEOGRAPHICAL AREA

	TOTAL	NEW ENGL	MID. ATL.	SO. ATL.	ENC	ESC	WNC	WSC	MNTN	PAC.	CAN.
BASE	768	70	175	192	59	29	3	80	23	112	14
Increase	42%	50%	35%	34%	37%	31%	—	46%	48%	63%	36%
Same	50%	37%	54%	57%	58%	62%	67%	49%	48%	32%	57%
Decrease	4%	9%	5%	6%	3%	7%	33%	1%	4%	1%	—
No Answer	4%	4%	5%	3%	2%	—	—	4%	—	5%	7%
	100%	100%	*	100%	100%	100%	100%	100%	100%	*	100%

*Does not equal 100% due to rounding.

Observations: Generally, members are optimistic about their advertising budgets and about the size of their departments.

TABLE 15

ADVERTISER EXPENDITURES BY MEDIA CLASS

	Use In 1984	Avg. Percent of Budget
Specialized Business Publications	79%	31%
Company Catalogs	64%	17%
Trade Shows/Exhibits	68%	11%
Direct Mail	59%	7%
Publicity	47%	4%
Slides & Movies	42%	3%
Directories	28%	3%
Production	28%	3%
Dealer Aids	21%	2%
Research	21%	2%
Specialty Advertising	21%	2%
Internal House Organs	19%	1%
External House Organs	18%	2%
Video Tape	14%	1%
Newspapers	8%	2%
Consumer Magazines	7%	2%
Spot Radio	4%	1%
Spot TV	3%	1%
Farm Publications	2%	*
Network TV	2%	1%
Outdoor Transit	1%	*
Other	18%	4%
		100%

*Less than ½ of 1%.

HOW TO READ THIS TABLE: Seventy-nine percent of the advertisers use specialized business publications; this accounts for 31% of their budgets.

TABLE 16

PUBLICATION FIELD

Metalworking/Production	11%
OEM Manufacturing/Design/ Electronics	10%
Processing/Specialized Mfg.	4%
General Manufacturing/Industry	22%
Engineering/Construction/Mining	12%
Science/Advanced Technologies/ Computers	11%
General Business/Financial	10%
Transportation	1%
Professional/Personal Services	3%
Distribution/Retailing	4%
Communications/Publishing/ Marketing	5%
Other	14%
No Answer	13%

Note: Total exceeds 100% due to multiple answers

TABLE 17

CURRENT JOB DESIGNATION

	TOTAL B/PAA	ADVERTISERS	AGENCIES	PUBLISHERS
President/Owner/CEO/ General Mgr./Partner	13%	2%	36%	10%
Exec. VP/Admin. VP/ Treasurer/Secty.	3%	1%	7%	2%
Director of Sales/VP of Sales/Sales Mgr.	5%	1%	*	14%
Marketing Director/Mgr/ VP of Marketing	6%	8%	2%	6%
Advtg./Communications Mgr./Director/VP	38%	74%	9%	4%
Acct. Supvr./Mgr./ Executive/VP/etc.	12%	4%	37%	7%
Media Director/Buyer/ VP of Media/etc.	2%	*	6%	*
Other	21%	8%	2%	55%
No Answer	2%	1%	2%	3%

*Less than ½ of 1%.

TABLE 18

YEARS WITH PRESENT TITLE

	Total B/PAA		Advertisers		Agencies		Publications	
	1984	1982	1984	1982	1984	1982	1984	1982
Under 1 year	11%	16%	13%	16%	9%	17%	11	14%
1—2 years	21%	28%	19%	31%	24%	25%	19%	25%
3—4 years	25%	23%	28%	23%	21%	25%	22%	21%
5 years or more	43%	33%	40%	29%	45%	33%	48%	40%
No Answer	*	*	*	1%	—	—	—	—

*Less than ½ of 1%

Observations: The differences between 1982 and the current study indicate that members are staying in their jobs for longer periods. This may reflect a de-depressed or slowly growing economy—there is less job mobility.

TABLE 19

MEMBERS' OPERATING AREAS

	TOTAL B/PAA	ADVERTISERS	AGENCIES	PUBLISHERS
Advtg./Communications	84%	97%	94%	56%
Marketing/Mkt. Planning	49%	46%	65%	42%
Product Mgt.	7%	10%	2%	6%
Sales/Sls. Mgt.	25%	10%	8%	61%
Sales Training	17%	22%	7%	17%
Public Relations	50%	70%	50%	20%
Marketing Research	34%	36%	38%	27%
Co. Mgt./Admin.	22%	19%	34%	19%
Merchandising	19%	24%	15%	14%
Other	6%	6%	5%	7%
No Answer	1%	*	*	2%

*Less than ½ of 1%

Observations: As would be expected, advertising/communications is the most common area of operation for BPAA members. This is followed by public relations and marketing.

TABLE 20

MEMBERS HOLDING DEGREES

	1984	1982	1968
Master or higher	16%	13%	10%
Bachelors	70%	68%	57%
Associate/Other	14%	18%	*
CBC Certification	29%	24%	*

*Not on 1968 survey

Observations: There is a continuation of the trend toward a more highly educated membership.

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